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Catholic Extension Taps Vivid Ascent as PR and Marketing Agency of Record

CHICAGO – August 10, 2011 - Vivid Ascent, a fully [integrated marketing and PR agency](#) in Chicago, today announced that Catholic Extension has selected them as their agency of record after a highly competitive, multi-agency review. Catholic Extension is a national fundraising organization committed to supporting and strengthening under-resourced faith communities across the U.S.

According to Catholic Extension, Vivid Ascent was selected because they best met the criteria of strategic insight and the ability to reach influential market segments across the breadth of traditional, digital and social media. The assignment requires partnering with Catholic Extension's in-house marketing and communications team to create and implement a measurable, results-oriented communications plan to increase awareness and support fundraising efforts.

"We're excited to partner with a company like Vivid Ascent because of their strong strategic thinking and digital savvy," explained Tom Gordon, Chief Operating Officer of Catholic Extension. "Given unparalleled changes in the media landscape and evolving media consumption habits of our target audience, Vivid Ascent brought the best experience and capabilities to help us achieve our objectives."

The plan includes communicating to all Catholics in major metropolitan areas as well as in under-resourced areas of the country. Stories of how Catholic Extension is building and transforming Catholic communities across the country will be delivered using highly targeted traditional and social media.

"This is a tremendous opportunity to tell the good news of Catholic Extension using an intelligent combination of PR, video, search engine optimization and direct marketing," said Ray Carmichael, Chairman of Vivid Ascent. "We're creating a unique plan that will leverage a fully-integrated message platform to reach new audiences and markets."

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About Vivid Ascent

Founded in 2009, Vivid Ascent is the first PR and Marketing agency to integrate Search Engine Optimization into Public Relations, Social Media, Advertising and Direct Marketing. Vivid Ascent primarily serves clients from financial services, education, non-profit, consumer, B2B and professional services industries. The company was created by 35-year public relations veteran Ray Carmichael and Dan O'Brien, a former senior agency and client marketing executive. For more information, visit www.vividascent.com.

About Catholic Extension

Since 1905, the Chicago-based Catholic Extension has been empowering Catholic communities by providing them funds to invest in people, invest in ministries and invest in infrastructure. The funds that Catholic Extension provides helps dioceses establish themselves; become self-sustaining; provide religious education and outreach ministries; build and renovate church buildings; and train the next generation of lay, religious and ordained Catholic leaders. Catholic Extension has distributed nearly \$500 million to communities across America throughout its history.

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